

# The Academy of Nail Design's

## MODULE 1



### *“Today’s Nail Industry and Becoming a Nail Professional”*

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# An Introductory Letter From the Founder of TAOND



*Jennifer McKittrick*

Hello! It's wonderful that you've decided to join us and

*Congratulations*

On making the decision to change your life and  
For getting into that career you've always wanted –  
as a Nail Professional!

No matter what that original 'spark' was to make *this* the time to get you started on this incredible career path, we can't tell you how thrilled we are for you, and so proud of you for taking Step #1!

At **TAOND** our job is to take you on a journey – **an educational journey** – and I wanted to take a few moments of your time to explain a little about this journey.

Some of you may be taking this Module 1 as a part of our **TAOND FREE Trial** in order to decide if this is the right program for you, so now is the time to explain a little more of what **TAOND** is all about.

## **You have some exciting times ahead of you!**

We are going to challenge you, surprise you, get you thinking 'outside of the box' and, of course, **EDUCATE** you!

All our TAOND programs are based on the trademarked

**T.A.O.N.D. METHOD™**

## What is the Trademarked T.A.O.N.D. Method and what makes it and us different?

Most nail schools continue to follow the same teaching principles which haven't changed in decades. They run you through their theory, decontamination protocols, anatomy, nail disease and disorders, then go over and over the application techniques for whichever services you are required to learn. Then ask you to complete quizzes or exams, regurgitating the material your instructor went over in class – 'same old same old' – **BORING!**

With our unique and exciting **Trademarked T.A.O.N.D. Method** not only do we expose you to the proper professionally required theory that you'll need in order to work safely and professionally, and guide you through creating masterful practical applications **BUT** Our Ultimate Goal is to actually **CHALLENGE YOU and get you fully career ready!**

In our program we have created a specialized online learning environment designed to get you thinking '**outside the box**', not just repeating instructor lead lectures. Who wants to sit in a classroom all day listening to an instructor go on and on from an old outdated textbook? Wouldn't you rather be able to learn at your own pace, from the comfort of your home, with your program materials available to you 24 hours a day, and most importantly on a budget that suits your lifestyle? These are the reasons we created this amazing online experience in the first place!

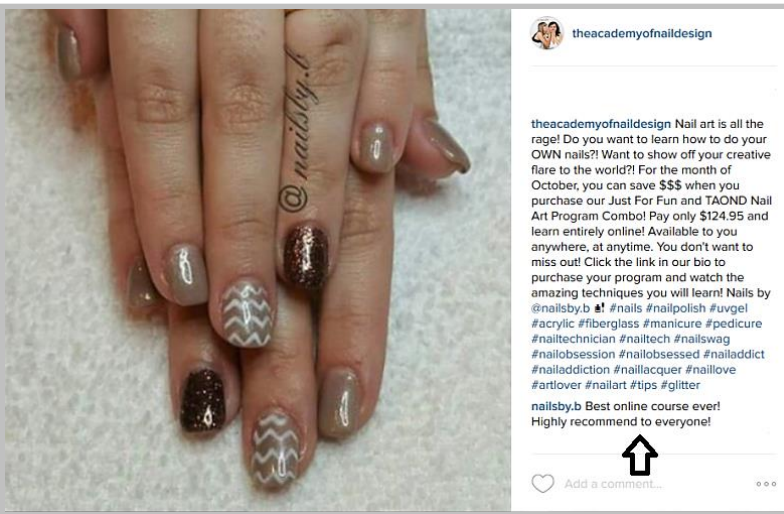
Our **incredible** and **unique** Module Assignments will stimulate not only your intellectual capacity but will also teach you how to apply all the program material into a manner that you'll be using every day in your new career.

### **In our programs:**

- You'll be creating your very own **Service Menus** that you can actually use in your new career.
- You'll be creating real **handouts** that you'll be giving to your clientele.
- We'll get you thinking about how you are going to **start your career**, and what **career options** there are for you outside of working all day in a salon.
- We'll get you started on **building a clientele** before you even hang out your business shingle, letting you graduate in a position to already start earning money.
- Your **practical work** will be reviewed thoroughly, and teacher feedback will be provided on a consistent basis in order to best guide you to creating amazing professional applications.
- We get you thinking about **where your career will** be in 1 year, 5 years or even 10 years.
- We'll get you **thinking independently** not just repeating what is told to you.
- We'll teach you how to **research** and **think critically** about material presented from all sources.
- We'll get you out and start **chatting to 'real people'** who go to the salon – therefore helping you understand, how do they feel about the nail industry? What kind of services they really want, and how you can meet their needs in your new career?

# We feel that our unique method of challenging you sets our program apart from all others whether it be in class or online!

At **TAOND** we abide by the following principles: **to share, to support, to encourage and to inform.**



As you delve into your very own **TAOND program** please be sure to take full advantage of all we have to offer in order that you make the most out of your learning experience including: our **TAOND Student Resource Centre**, our **TAOND Nail Art tutorials**, our **LIVE Webinars**, share and show off your stunning nail creations in our Interactive **TAOND Look Book**, and even schedule a session with our unique **one-on-one TAOND tutoring**.

So many times, over the years (and we've been doing this since 2000 – goodness 19 years already!) folks have questioned whether or not an online nail training program can compete with an in-class program. Our first question is (and yours should be), **“Why Not?”**

**We provide an affordable, flexible training environment based on budget and lifestyle, comprehensive training materials, full student feedback, in-depth step by step training, extensive support and a collaborative student sharing environment.**

**So to those that doubt, I’m still waiting for an answer to this one!**

We’re about to show you, not only do we compete, but being **TAOND Certified** means the ‘ultimate’ in Professionalism! Our students and graduates are incredibly proud to call themselves **“TAONDers”** and you will be too!

If you ever have any suggestions on how we can make our incredible programs even better then feel free to contact me directly at [jennifer@taond.com](mailto:jennifer@taond.com). I love to hear all our student feedback as we strive towards continued excellence.

**It’s time to get excited about what your future holds!**

# **Welcome to Module 1:**

## ***An Introduction to Today's Nail Industry and Becoming a Nail Professional***

In this module we will be discussing the exciting, vibrant world of Nails! The constant changing and challenging role of today's nail professional, and in turn what it now means to become a professional in this exciting field!

With this and all of our other Modules included in your program, we encourage you to always be conducting your own independent research on each subject. Every time you see this icon –



It means we recommend you take some time to do research outside of the material we have presented to you, in order for you to reach a higher level of understanding.

Use the library or the internet, or even interview local salon owners and working nail professionals. Get their opinions or background on how they got into this field. What trials and tribulations did they face? How did they overcome them? (Those who know bad history are less likely to repeat it!) What are their thoughts and feelings on how to become a successful nail professional?

Answer the independent questions posed within this module on the 'Additional Notes' pages included with this study guide, then keep your research as a part of your on-going and continuing education.

It has always been a goal of The Academy of Nail Design to present the most comprehensive materials and information possible, and although we update all our programs annually, over the years we've found that a common thread between our most successful students is that they use this program as a training 'stepping stone', and they spend a lot of time exploring the entire industry independently. It is extremely important to us to get you to start thinking critically of all the information available out there, to form your own opinions, and to feel confident in your knowledge base.

Once you feel confident in the material presented, both in your online presentation, this print out material, and your independent research, complete your corresponding Module test and assignments.

**If you have any questions regarding your module or program  
please feel free to email us at [info@taond.com](mailto:info@taond.com)**

# *An Introduction to Today's Nail Professional*

"You can only become truly accomplished at something you love. Don't make money your goal. Instead pursue the things you love doing and then do them so well that people can't take their eyes off of you."

- Maya Angelou

Understanding your desire to become a nail professional is an important first step in your road to success. Have you ever thought about what it is that draws you to this industry? Was it having your nail service done by someone who you admired? Was it the very first time you walked into a salon or spa and just fell in love with the environment and wanted more than anything to become any part of it? Did you imagine what your day working there, providing comfortable, imaginative and wonderful services to the clients that walked through the door would look like? Or even feel like?

Whatever that first urge was (and we all get there different ways) – **"Congratulations"** on taking your first step!

This program and the information contained in it, as well as your independent research, will all become vital to your success as a nail professional. But as we can learn from those that are truly successful whatever professions they choose, understanding what drives your desire is as important as the skills and knowledge that you obtain. If you can understand your motivating desires, then success will follow.

Some people fall into a career or job without the slightest understanding as to why they do what they do and are most likely the unhappiest.

To be able to follow your bliss is truly a wonderful gift.  
But to understand where your bliss comes from is **AMAZING!**

We mention understanding your drive as a part of your program because we see this program as a first step for you into a new and fabulous **CAREER!**

One of our many objectives throughout this program is to assist you in seeing how a career in the nail industry is the end goal in your education, not just getting a job! You probably already have a job, you don't need another one! And that is most likely the reason you are taking this program in the first place! It's time for a career - one that you are extremely proud of.

**Nail Professional** is a career - and an exciting one at that! Not a job! And we'll be discussing throughout this program how to keep you on track with this line of thinking. At **The Academy of Nail Design**, we are interested in those who desire a career not just a job. And we're going to push you to meet that goal. You are going to work hard in this program, and your hard work should be rewarded with an amazing new career - because you'll deserve it!

We have spent years putting together this program, gathering information and facts, and providing step by step instructions on how to create wonderful nail services, but the most important ingredient to this program, is your **desire** to become successful. We can provide the facts, but only you can provide the drive! And it's this personal drive that will make all the difference in the world when it comes to your career success.

*All the information and facts in the world cannot replace the desire to work hard and become a success – that comes from within.*

So take a moment before beginning your program and reflect on what it is that drives you and how that will affect your learning process. Even take a piece of paper and write these thoughts down, put it somewhere safe where you can pull it out every now and then to remind yourself of what you really do desire. You'll find it a useful exercise in keeping you focused on your career objectives as you move through the program.

**So now if you're ready, let's take a look at this *amazing* industry in detail!**



# Today's Nail Industry

## A Deep History

Did you know that by choosing to become a nail professional you are joining the ranks of a beauty profession that enjoys a deep rich history?



Most of you probably think that nail beauty rituals are fairly modern (the last century or so), however what many of you may not know is that beautifying nails has been a past time of most cultures, some for thousands of years.

There is a history of nail beautification rituals having been enjoyed as far back as 1400 B.C. by the Egyptians, and Chinese aristocrats would rub a tinted mixture onto their nails in order to induce coloring around 1600 B.C.

Throughout history odd concoctions (that included such ingredients as gum Arabic, egg whites, beeswax, sheep blood etc.) were created by a variety of cultures including Greeks and Romans, that today we still incorporate in modern beauty products.

**Be proud of your history! Do some research** - Examine the history of nail beautification. Come up with the oldest known record of a civilization creating nail beautification rituals. What did they use?



## “OUR GOLDEN OLDIES”

Rolling into the 20th century we saw a great number of radical changes to the nail industry including; the invention of nail polish, professional nail wraps, acrylic and UV Gel enhancements. Along with the advent of these nail product inventions there were exciting service trend innovations such as the 'reverse moon manicure', French tip polishing, size and length debates and wild polish color trends. And more notably during this period we also witnessed a massive change to the professional image of the nail professional.

Remember Madge, Palmolive's manicurist? She was an icon that many people still associate with the nail industry - unfortunately! Thankfully, gone are the simple days of 'Madge' when old fashion finger-soaking and quick filing were being passed off as a 'manicure'. Today's professional nail services are technical, health beneficial, and include a variety and number of amazing products which require skilled professionals to properly apply.

## SKILLS?

What is the role of today's nail professional and what skills are they required to have? Nail professionals have become one of the leading careers within the spa and salon service industry today. Our role is to provide the most comprehensive nail/hand/foot services available in today's industry.



Though at the outset this role may seem simple, our current skill requirements have increased dramatically from the good 'ole days of 'Madge'. Today, nail professionals are required to have; an ability to understand client's technical requests, extensive product knowledge, anatomy basics, and safe sanitation compliance all in order to provide this even the most basic of services.



### ***LINE UP FOR EDUCATION!***

The explosion in the nail care industry has led to a vast number of professional nail products available in today's market. Nail professionals are now required to upgrade their education constantly to maintain a working knowledge of these products in order to provide the outstanding service that today's clients are demanding. Today's clientele are demanding more than one dimension services; they want longer lasting results, technically advanced applications and the most current sanitation practices. And they need all this from you - their trusted nail professional. They will rely on your expertise in this industry to give them the best possible service results, as well as an education into the why and what you do.

### ***GET ON BOARD OR STEP ASIDE!***

The nail service industry is modernizing and requiring nail professionals to modernize along with it. Those that choose not to will soon be left behind as science and service requirements quickly forge ahead. Nothing is more disappointing than a nail professional who seems to be stuck in the same rut for years, using the same techniques and products. Take a look around at the nail industry, techniques, products and services are changing every year! Make it one of your professional goals to keep on top of the new and exciting trends, become familiar with the innovative new techniques and services that are emerging. Without making this a career priority, you are doing yourself and your client a disservice.

### ***“TELL ME, WHAT IS IT THAT YOU DO?”***

We acknowledge that educating today's clientele to the changing career demands of a nail professional has been a challenge. Even most beauty gurus would admit to knowing very little about what skill set a nail professional actually does possess. And even if we ourselves understand fully what it means to be a nail professional; the ability to get clients to understand these new levels of skill in itself requires a proficiency in effective communication.

You'll find as you enter this exciting career field and start to chat about your amazing new career choice, that many clients (including friends and family) don't have a clue about what is truly involved in providing professional nail services. Or worse, have very common misunderstandings and misconceptions about the nail industry. You'll find that learning how to properly address these outdated (and often dangerous) concepts and mis-informed opinions will make up a large part of your time as a nail professional, and the effort to do so is vital in the global effort to update our image as professionals.



**Do your part - become informed yourself then take it upon yourself to help educate others.**

### ***DON'T HOLD BACK!***

Part of our new challenge as professionals is to learn to not limit ourselves within our own career field. Apart from mastering basic nail service applications, we nail professionals need to expand our own thinking of what our career can truly bring and mean. Nail professionals are bringing to their careers renewed, multi-dimensional skill facets, which aid in elevating the status of the profession. **And it's about time!**

# *Exciting Career Opportunities*

***THE YEAR - 2026!*** How do you see your career in this industry unfolding over the next year, 3 years, 5 years or even 10 years? What previous professional experience do you bring to your training and new career? How can you incorporate this past experience into creating new and exciting options in this field? Most nail professionals decide to pursue a career in the nail industry after having spent many years working in other career fields and have found that there are several ways to blend old and new skill sets. Think about all your past professional experience - how can you incorporate these skills into your new career?



## ***WHAT ELSE CAN I DO?***

Today's nail industry is full of amazing professional opportunities that have expanded beyond working everyday in a salon or spa. Today's nail professionals are able to enjoy a variety of exciting career options, including (but not limited to):

**Product Line Educator** – many nail product manufacturers hire trained professionals to set up and facilitate training seminars offered to salon or spa professionals all over the globe. These educators train attendees specifically on the brand name products being offered by the manufacturer. This hands-on training assists many nail professionals to fully understand the concepts of and mechanics on how to use specific products properly. Product Line Educators are experts in the products that they demo for you and many have exciting tips and helpful hints on creating exceptional new services. And often attendees in their seminars enjoy discounts on the manufacturer's products just for attending.

*This can be an amazing career opportunity for the nail professional that enjoys working independently outside of the office or salon and loves combining travel with teaching.*

**Nail Professionals for models on photo shoots** – just as hair and make-up are necessities for models on photo shoots, the beauty industry is quickly catching on that well-groomed hands and feet can make or break a photo layout. Fashion layouts that incorporate nail artistry can range from the simplest to the most extravagant often involving nail creations that may take hours or days to create.

*This career option would attract nail professionals who have a flair for the creative and a desire to be a part of the exciting world of fashion!*



**Professional Competitor** – always had a competitive streak in you? Try your hand at competing at the highest level. Nail competitions are held year-round in many exciting locales (or even in your home city depending on where you live). Competing in live or photo-based competitions can enhance a nail professional’s status within the salon environment. Displaying your winning trophy will have clients feeling assured that the nail services they are receiving are of an advanced caliber. Nail professionals can dramatically increase their application skills by entering into competitions and sitting next to world champions! By learning from the industry’s best – you’ll pick up incredible competition tips and even increase your knowledge on everyday salon applications as well.

LIVE Competition



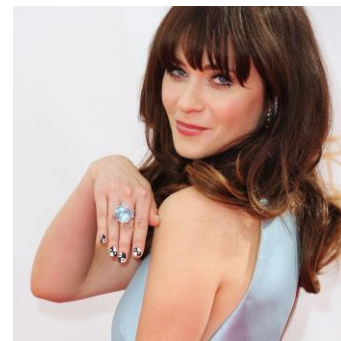
Photo Competition



*Those of you with a strong constitution for being judged and harbor an ability to not only not take it personally but using this criticism to learn from it and move forward in a positive way will flourish in this area.*

**A Personal Nail Technician** – celebrity “A-listers” have always required the assistance of personal hair and make-up artists, and now, given the beauty industry’s demand of new, exciting and ever evolving nail designs, several “A-listers” have now recruited their own nail professional too! Unkempt hands and feet can ruin an amazing photo op, no matter what the designer outfit.

And there are many celebrities that are famously known for their daring and cutting-edge nail designs (Katy Perry, Rihanna, Zooey Deschanel and many more!).



*This career option may require last minute appointments at strange times of the day and of course dealing with the most demanding of clientele. So if a hectic schedule, cutting edge design demands and high stress work environment appeals to you this may be the right career choice.*

**A Specialist in Natural Nail Care** – natural nail bars have been popping up all over the place and many nail professionals have made a career out of focusing on the health and integrity of natural nail care. Coined Derma Care Nail Specialists (**D.C.N.S.**) these professionals focus on both the skin of the hands and feet as well as the nails. **D.C.N.S.**'s venture into more intricate and advanced natural services including; hand facials, podology/medical based pedicures, and age spot treatments. **Did you know that non-surgical hand lifts are all the rage now?**

Thousands of natural nail care products are flooding the market to meet the demands of clients who are only interested in natural nail care. And nail professionals themselves are getting into the industry by creating wonderful and beneficial natural nail care treatments right in their spas or salons. Imagine having the ability to concoct a specialized treatment for your client after your consultation with them, right in your salon back room!

*This is an exciting career option for those who love being in the spa or salon each day and using their assessment abilities to create individualized treatments and focusing on client care. There are many courses available that teach you how to create your own fabulous products and treatments.*

**If this area interests you, take a look at our AMAZING New TAOND D.C.N.S. program on our website. As a graduate of our TAOND D.C.N.S. program you are eligible for your Professional D.C.N.S. designation from the Canadian Examining Board of Health Care Practitioners, which will elevate not only your career status but earning potential as well!**

**WE ARE THE only PROGRAM IN THE WORLD that offers this opportunity!**



**Research and Development** – of course you know that someone creates all those wonderful products that fill our beauty supply store shelves – why not you?

Do you have a creative flair or edge that you can draw on to come up with the next greatest and latest? Someone has come up with those fabulous and hilarious polish colour names, could it be you? Working with a manufacturer to design these products might be the right challenge for you.

*If lab coats, trial and error, and a love of all things nails appeals to you, give this career challenge a try!*

# CASE STUDY

## *Jennifer Interviews a Cruise Ship Nail Professional*



Hello TAONDers!

I was fortunate enough recently to have been on an amazing cruise adventure, and mid-vacation finding myself in need of a re-balance I decided to check out the ship's fabulous on-board spa/salon (run by the world-renowned **Canyon Ranch Spa**).

There I was introduced to **Jodi-Ann Mallory**, their resident nail professional, and I quickly realized this would be an incredible opportunity to interview her about what life working as a nail professional on a cruise ship was like, as I know over the years many of our **TAOND** students find this an intriguing career option.

Jodi-Ann was kind enough not only to perform an amazing re-balance on my vacation tested acrylic enhancements, but also agreed to an interview for our **TAOND** students!



*Name: Jodi-Ann Mallory*

*Originally Hails from: Jamaica*

*Educational background: Fully licensed cosmetologist*

*On-board services performed: Nail care including manicures, pedicures and all enhancements types*

Jodi-Ann's interest was piqued about working on a cruise ship based on a recommendation from a friend who worked on luxury cruise ships in the galley and had told her it was an incredible way to see the world.

As an already fully licensed cosmetologist, Jodi-Ann went online and applied directly to Canyon Ranch Spa.

(Canyon Ranch Spa offers interested candidates a website link (Canyon Ranch SpaClub At Sea) where they outline their full hiring requirements and application process. If you are interested in further information click on this link - [CANYONRANCHATSEA](#))

After a thorough screening process and interview (which included her performing basic and advanced nail services) along with an intense ship safety training (the entire application and interview process taking about a month) Jodi-Ann was hired and started her first of what is now her 2nd 7-month contract.

Jodi-Ann couldn't say enough wonderful things about her exciting sea venturing career, but I asked her specifically to tell me some of the pros and cons.

## THE PROS

- **#1 of course, you get to see the world!** Cruise ships travel to almost every corner of the globe, so be prepared whether you are in the Caribbean, cruising down the Amazon or the Nile or even crossing the Pacific or Atlantic oceans to see some of the most beautiful parts of the world - all from your work space. And of course, most ships allow their staff to disembark at different ports and tour around too!
- **Great and friendly staff** - Jodi-Ann clearly also really enjoys her fellow staff members, and from my experience in the spa, everyone was the consummate professional, got along famously and helped each other out at every opportunity. But do be prepared for a lot of togetherness. On a cruise ship you not only work with your fellow staff each workday, but you may also bunk with them. A situation that works out well if you are a social and outgoing person.
- **Professional Environment** - Of course Canyon Ranch Spa specializes in creating beautiful on-board spa environments on some of the world's most high-end luxury cruise ships and the 6-star Regent ship that Jodi-Ann works on is no exception. This on-board spa environment mimics a smaller version of Canyon Ranch Spa's famous destination resorts and was stunning and modern in every aspect.
- **Constantly meeting new people** - With every port - Jodi-Ann agreed that one of the more exciting aspects of working on a cruise line is all the new and exciting clientele you meet. On any given cruise she could be meeting folks from every corner of the world.
- **Compensation** - While Jodi-Ann assured us she is not allowed to discuss compensation she did agree that she feels that this career choice can be a very lucrative position for any nail professional.
- **The extras** - And don't forget, on most ships, room/board, laundry and meals are included!

## THE CONS

As you can tell from all the above Jodi-Ann is more than thrilled with her exciting career choice, but when pressed she said the only con to a 'cruise career' is that you can miss family and friends. With limited access to telephone lines or having to use personal Wi-Fi, keeping in touch can be expensive and sporadic.

### **Jodi-Ann's Final Advice: "Go for it!"**

She did and as I could tell from her beautiful smile, she made a fabulous decision!

So, there you have it! If a career as a nail professional on the high seas appeals to you, then pack your passport – the world can be yours to see!

**Thank you so much Jodi-Ann!** It was an absolute pleasure to meet you (love my Gold CND Locket Love nails!). And '**Ayez de très bons voyages**' (have many great trips)!

**These are just a few examples that you can draw on in order to understand that 'Nail Professional' means so much more than it ever has before and that the career possibilities before you are unlimited.**

## ***NOW, IT'S YOUR TURN!***

Expand your mind, do some research and list other examples of careers in the nail industry that may interest you or others.



# *Industry Ambassadors*

***Bring in the Ambassadors!*** Regardless of which area of the industry you choose to focus on, becoming knowledgeable and responsible should always remain your primary goals.

Your role as a nail professional is not only to maintain a satisfied clientele, but also should include becoming an ‘**Ambassador**’ to the industry. What do we mean by ‘**Ambassador**’?

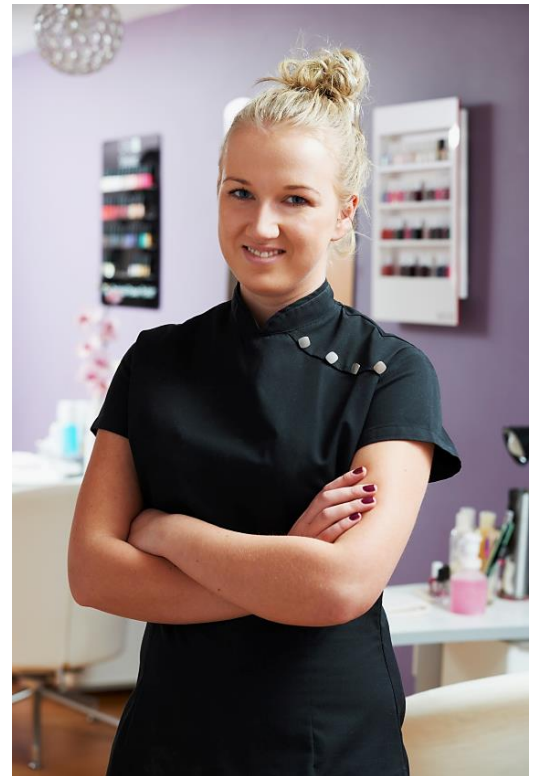
An ‘**Ambassador**’ is a ‘representative’, that means they present themselves and their chosen career field with pride and professionalism.

The ability to perform competently within your field is also vital. Competence grows from knowledge and experience. Some of the best nail professionals have obtained a Master’s level of knowledge, but they never stop gathering information about their roles and their chosen career field. Once you started gaining an adequate measure of knowledge and experience in the services that you are providing, you will feel your competence grow as well.

**As a Nail Professional your focus should be to never settle for providing less than the highest standard of professionalism!** This is key and will separate you from all the others in your field. Clients will recognize your outstanding abilities and seek out your services.

Too often clients are subjected to sub-standard safety, sanitation and services. Your role as an “**Ambassador**” is to not only educate yourself, but also your clients. Educating your clients about the advanced science in today’s industry, safe sanitation practices and what to expect for exceptional service will be a major role in your becoming a successful professional. An educated client is a nail professional’s best friend. They understand the importance of maintaining their services through homecare and regular visits. Educated clients also understand exceptional service and will appreciate your level of professionalism.

*This is what turns an ‘average’ nail professional into a **GREAT** nail professional.*



# *Professional Ethics and Conduct*

Professional Ethics and Conduct are simple laws, rules or guidelines that you must maintain throughout your career to meet or even exceed industry standards.

What does **CONDUCT** refer to?

Conduct refers to *“the manner in which you behave while working.”*

What are **PROFESSIONAL ETHICS**?

Professional Ethics refers to *“your sense of right and wrong when you interact with, clients, your employer, and co-workers.”*

The following are examples of the Salon Conduct and Professional Ethics that you should always strive to maintain.

*Let's discuss what each point means.*



## **DOs**

**Be prepared** – arrive at your workplace at least 15 minutes early so that you can be in uniform (if required) and on the floor prior to your shift beginning, have your work station cleaned and set up ready for each client, have all implements disinfected or sterilized as required, and ‘one time use’ items well stocked at your workstation, call your clients to confirm their appointment times, keep all products and retail and inventory well stocked or have ‘special order’ sheets ready for those times when you need to order a specific item for a client.



**Be on time** – recognize your skill set and *book your services accordingly*. What do we mean by **“booking clients”**? Booking clients refers to making an appointment for a service for your client. To book properly means that you take down the client’s contact information including telephone number and best time to reach them to confirm their appointment or to call if you are running behind or have a cancellation and can fit them in earlier. Then book off your time on your schedule to accommodate the length of time it will take to complete a particular service, remember to add 15 minutes to accommodate for client delays, polish choosing, washroom visits and offering and preparing beverages etc.

Strive to decrease your service times, but not at the cost of your client's time. Practice whenever possible to perfect your application and service time in your own time. Don't keep your clients waiting or over book clients just to fill your schedule.

**Be polite and courteous** – Always acknowledge your clients when they arrive and leave. Make yourself available to answer their questions thoroughly. Always conduct yourself in a professional manner even when facing a challenging client or having to deal with a disruption. Clients may not always understand the science, or the time and skill that it takes to create incredible services, but they do always deserve the right to be heard.

**Communicate effectively** – develop an understanding of how to describe your service and skill sets so that your clients will be able to understand – not many of them have taken an advanced anatomy course so use common terms they will understand. Explain what you're going to do before you do it, and then do it properly as you described.



**Use good judgment** – don't try to push yourself or your clients into situations that make either of you uncomfortable. If your client has an issue that is best addressed by a medical professional, make sure to have referral cards available. If you are not fully comfortable completing a set of acrylics in an hour, **don't agree to the service**. If you aren't sure if the salon implements have been disinfected or sterilized – do it again to be sure.

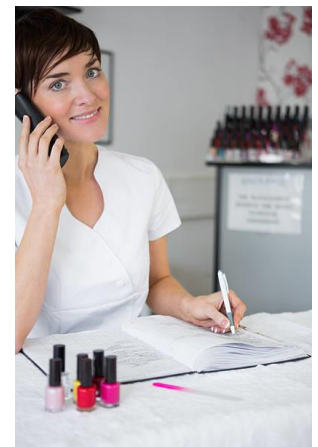
**Treat all your clients fairly and equally** – be careful of 'special discounting'. Your other clients will catch on.

**Follow all regulations for sanitation and safety** – NOT SOMETIMES, BUT ALWAYS!

**Always look professional** – dress for success! If the salon your working requires a uniform, make sure yours is in order before the beginning of each shift. If the salon doesn't require a uniform, then ask the manager what the dress expectations are for employees and follow their directions. If you work by yourself set your own guidelines as to how you would like a professional who is providing your service to dress.

**Plan your day in advance** – review your appointments the day before and at the beginning of each day and check against inventory and your workstation set up to confirm you have everything you will need so that you won't be running around trying to find product or supplies during a service appointment.

**Perform all tasks asked of you willingly and competently** – someone has to sweep the floor or do the laundry and it might as well be you. Even the smallest tasks need to be completed in order for a salon to function properly; so do everything asked of you with a smile. Or even better don't wait to be asked and take the initiative yourself.



**Give credit to others when earned** – if someone helps you out either by finishing your polishing or getting your client a beverage, then acknowledge their efforts especially in front of your clients. Return the favor when asked. This type of goodwill will go a long way next time you ask for assistance and clients will view the salon as having a healthy work atmosphere and thoroughly enjoy their experience.

**Be willing to learn** – make it an annual goal to take a pre-set number of hours of continuing educational courses. Even if you feel like an expert, you'll always pick up an interesting tidbit of knowledge here and there and you can use it as an opportunity to network with other professionals in your field. Your clients deserve to have access to the most up to date information available.

**Respect co-workers** – you aren't required to like everyone you work with or spend quality time outside the workplace with everyone but show those you work with a level of professionalism and respect that you would expect in return.

**Leave personal problems at home** – even if your clients use their appointment time to off load their personal issues on you, it is doubtful that they feel they should pay you to listen to your problems. Save it for your friends and family.

**Promote your salon and industry positively** – love what you do and talk about it in the same way you feel. Too many people feel their jobs or careers are tedious and it shows! If you find yourself feeling that way or worse – bored, take a new class or course, read through some industry magazines, visit a neighboring salon – get back that feeling you once had that made you feel this was the chosen career for you. Watch your sales reflect your renewed attitude.



**Develop an ability to sell retail products** – many professionals complain that they don't want to feel pushy when it comes to selling retail. Bottom line is that your clients need retail home care items to maintain the health and integrity of their services. Often if you talk positively about the newest cuticle product or latest fashion polish it is enough to get them excited enough to purchase those items. Remember these products help to maintain their services and for this, clients will be grateful. Also, the best news is that your income will increase dramatically without requiring you to put in extra time at work. A simple bottle of cuticle oil retailing at \$12.00 sold to each client can add an additional \$7,000.00 to your annual income. (Based on 5 clients per day 5 days a week for a full year)

## DON'Ts

Though the following examples may seem obvious to most of us some of us don't even realize our own behavior.

**Eat, drink, smoke or chew gum while performing services** – looks terrible and having food or beverages around your nail products can lead to an unhealthy work environment for you. Vapours and dust can land in your food and/or beverages which is, by the way, the #1 way nail professionals ingest industry chemicals.

**Criticize the work of others** – there is no point in putting down the work of others, this only serves to drag down the entire industry. Try focusing on the positive.



**Abandon your clients** – if you must change salons, towns or locations, go on maternity leave or address a personal issue and will be away from work let your clients know where you'll be going and when (if ever) you will return. If you have decided to change salons make sure to address what the current salon policy is for advising your clientele in order to avoid any legal issues.

**Lie or mislead clients or co-workers** – honesty is always the best policy. If you make a mistake be honest about it, apologize and move on. Everyone will appreciate it and it will save you many sleepless nights.

**Complain or argue with clients or co-workers** – while some believe the customer is always right, others have a hard time swallowing that pill. If an occasion or argument arises allow the other person to fully explain themselves, listen, and then explain your side. An agreement may never be reached, but both sides will at least feel as though they have been heard. Think long term customer service and how would it be best to reach that goal, and then act accordingly.

**Gossip** – others may but **you may not!**

***So...***

There is a lot to be learned not only from our deep, rich history, but you can now understand that the world of professional nail services changes rapidly and shows no sign of slowing down. No longer thought of as a sub-standard side service, nail/hand/foot services have taken a front row in today's beauty world.

With natural nail services making a huge come back that we haven't witnessed in years, and the technology and science behind creating safe and beautiful enhancements at all time impressive levels, clients are demanding the skill set of their professionals to be up to snuff at all times.

And even more exciting is the fact that nail professionals have a number of exciting career options that just a few short years ago didn't even exist. You can specialize in any number of fields and as more nail professionals choose this exciting industry as second careers, the previous life or work experience that they bring with them becomes a vital key to future nail industry innovations.

Your **commitment** to yourself as you enter this field is to acknowledge the level of professionalism that is required in order to attain success and to strive to realize the image and status we are all now proud to have achieved.

***It's time to get excited about possibilities – your possibilities!  
Enjoy every step of the way!***

# *Now you're ready to continue your journey with us.*

Time to get started on **Module 2** where we'll be discussing Basic Human Anatomy and Detailed Anatomy of the nail and you'll be examining the different systems within the body and how they affect your nail services, the components that make up the nail, their functions and why they are important.



## **TIPS for expanding your Module 1 learning:**

- Think about your bliss and write down *why* you want to become a nail professional.
- Visit your local salon(s) to see what they are doing. Do you like what they provide environment-wise, service-wise, timing, products being used, retail products being offered? What would you do the same? What would you do differently?
- As you begin your new career, think about which path appeals to you most? Opening your own Home salon? Working within a salon environment? Providing Mobile nail services? Write down the steps you feel you would need to take in order to meet this goal.
- Start talking to friends and family about their experiences with the nail industry. This will give you a better idea from someone other than yourself about what may be happening out there – good or bad.
- Start letting your family and friends know that you're taking a nail program and start taking names of those you would be willing to volunteer their time for you as a Practice Client.

# *Additional Notes*

These Additional Module pages are for you to answer the extra questions we asked within the module and to be adding your research notes.

